



Omnichannel Marketing

“How do I market to my customers across multiple channels?”

This deregulated utility company provides electric power, natural gas, and energy management services across the United States.

Industry: Energy

Annual Revenue: \$19.6 billion

The Situation

This client’s current contact strategy was not optimized. While a plethora of channels were in use, each had its own unique messaging strategy that operated independently of the other channels.

How This Impacted the Business

This channel-independent strategy caused many attribution challenges. Last touch attribution was improperly allocating channel response which ultimately caused inaccurate measurement of channel impact and ROI. For instance, implementing models for direct mail campaigns initially generated a surge in acquisition while keeping costs low, but the results plateaued over time. The need for another boost and a better way of attributing response was evident but the client didn’t know what to do or where to start.



Partnering for Success

DataDelivers took a deep dive into all of the current marketing efforts being used. Through a series of efforts which included personalized aspects of game theory, a more accurate understanding of channel attribution was created along with strategies leveraging this information to combine marketing channels effectively. These channels included display, direct mail and email, out-bound telemarketing, web, door-to-door, TV, retail kiosks, billboards, and stadium sponsorships.

The omnichannel marketing solution blends traditional and digital channels to optimize the reach and impact of the marketing budget for

the client while providing a consistent experience for each targeted customer. Attribution reports were developed that more accurately measured the impact of each channel in each campaign.

Delivering Results

This omnichannel marketing method greatly enhanced the effectiveness of the client's marketing efforts. By integrating all channels into a cohesive strategy, the client was able to reach potential customers more effectively, ultimately driving growth and success. This growth was primarily due to enhancing targeting strategies by sending the right messages to the right people through the best channels, whether it be a single touch or multiple touches across channels.



Response Rate Increase of 12%

Let DataDelivers help you target customers across different marketing channels!